

**For Immediate Release**

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**NAIA Partners with Rhycom Sports for Revenue Generation Management**

(Overland Park, KS)—The National Association of Intercollegiate Athletics (NAIA) has announced a partnership with Rhycom Sports, a full service sports marketing agency. Rhycom Sports will assist the NAIA revenue generation efforts through a plan to increase sponsorship revenue, royalties and fundraising. During the three-year agreement, Rhycom Sports will provide consultation for the NAIA's sales staff and operations.

"I believe the NAIA has a unique set of assets that can fit the marketing objectives of local, regional and national companies and brands," stated Rhycom Sports President Mike Behymer. "We look forward to generating additional revenue streams and opportunities so the association can do more for its membership."

Behymer, an NAIA employee from 1985 to 1989, brings over 25 years of sports sales and marketing expertise to the NAIA team. Rhycom's clients include sports organizations, collegiate and professional sports teams, brands, properties and corporations seeking to use sports to leverage their brand.

"The NAIA is excited to work with Rhycom Sports to take the association to the next level in sponsorship packaging, brand identity and strategic marketing," said NAIA President and CEO Jim Carr. "Rhycom Sports will be an instrumental part of our team to develop and execute well-integrated strategies that drive solid business results for the NAIA, our member institutions, conferences and ultimately the more than 60,000 student-athletes we serve."

This partnership will combine strategy, creativity and commitment to market the NAIA as a leader in small college athletics.

**About NAIA**

The purpose of the National Association of Intercollegiate Athletics (NAIA) is to promote the education and development of students through intercollegiate athletic participation. Member institutions, although varied and diverse, share a common commitment to high standards and to the principle that participation in athletics serves as an integral part of the total educational process. The NAIA embraces the concept of the student and recognizes the importance of the individuality of each member institution, the value of the conferences and Association of Independent Institutions (A.I.I.) structure, and the benefits of membership in a national association. To learn more visit [www.NAIA.org](http://www.NAIA.org).

**About Rhycom Sports, LLC**

Rhycom Sports is a division of Rhycom, Inc. providing strategic consulting and planning for revenue valuation, licensing, sponsorships, event planning, ticket sales, sponsorship sales, sales training, sales staff management, inventory development, broadcast analysis, brand sponsorship negotiation and management, and venue fan appeal analysis. In addition to the National Association of Intercollegiate Athletics, clients include Foxwood Sports, Johnson County Parks and Recreation District, the Costante Group and others. Rhycom Sports is managed by President, Mike Behymer, a 25-year sports marketing veteran with local, regional and national experience with some of the country's best known sports organizations, media outlets, brands and teams. To learn more visit [www.rhycomsports.com](http://www.rhycomsports.com).